

ORDER



KGTV

Orders	Order / Rev:	<u>184438</u>	Primary AE:	Tara Washburn
	Alt Order #:		Sales Office:	EWSDC
	Product Desc:	Carl DeMaio for Mayor	Sales Region:	NAT
	Estimate:	C29N26 10/29-11/6		
	Flight Dates:	10/29/12 - 11/06/12		
	Original Date / Rev:	08/15/12 / 08/15/12		
	Order Type:	GENERAL		
Agency	Name:	<u>Del Cielo Media</u>	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		10755 Scripps Poway Parkway, Suite 55	Agency Commission:	15%
		San Diego, CA 92131		
Advertiser	Name:	<u>Mayor/Carl DeMaio for Mayor (R)</u>	New Business Thru:	
	Demographic:	A25-54	Order Separation:	00:05:00
	Product Codes:	PL7-Mayor	Advertiser External ID:	
	Priority:	PREEMPTIBLE	Agency External ID:	
	Revenue Codes:	POL, POL, CAND		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	123	\$57,200.00	\$48,620.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	123	\$57,200.00	\$48,620.00	0.00
Totals	123	\$57,200.00	\$48,620.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Tara Washburn			Start Of Order - End Of Order	100%

Order Share	Share	Total
KGTV	26%	\$57,200.00
Market	100%	\$220,000.00

Competitive Share	Share	Total
AZSD	0%	\$0.00
KBNT	0%	\$0.00
KFMB	32%	\$70,400.00
KNSD	28%	\$61,600.00
KPBS	0%	\$0.00
KSWB	10%	\$22,000.00
KUSI	4%	\$8,800.00
LSDN	0%	\$0.00
SD4	0%	\$0.00
XETV	0%	\$0.00
XEWT	0%	\$0.00
XHAS	0%	\$0.00
XUPN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KGTV	10/29/12	11/06/12	The View The View	CA	10A-11A	-----	:30	0	\$200.00	PREE	0.00	NM	7	\$1,400.00
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/29/12	11/04/12	11111--		5	\$200.00			0.00					
		Week: 11/05/12	11/11/12	11-----		2	\$200.00			0.00					

Order / Rev: 184438
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Flight Dates: 10/29/12 - 11/06/12

Advertiser: Mayor/Carl DeMaio for Mayor (R)
Product Desc: Carl DeMaio for Mayor
Estimate: C29N26 10/29-11/6

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	KGTV	10/29/12	11/06/12	11A-12P News/KGTV	CA	11A-12P	-----	:30	0	\$150.00	PREE	0.00	NM	7	\$1,050.00
				Midday News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111---		5	\$150.00			0.00					
		Week: 11/05/12	11/11/12	11-----		2	\$150.00			0.00					
N 3	KGTV	10/29/12	11/06/12	M-F 3P-4P/KGTV	CA	3P-4P	-----	:30	0	\$75.00	PREE	0.00	NM	6	\$450.00
				M-F 3P-4P/KGTV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111---		5	\$75.00			0.00					
		Week: 11/05/12	11/11/12	1-----		1	\$75.00			0.00					
N 4	KGTV	10/29/12	11/06/12	M-F 4P-5P/KGTV	CA	4P-5P	-----	:30	0	\$400.00	PREE	0.00	NM	6	\$2,400.00
				M-F 4P-5P/KGTV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111---		5	\$400.00			0.00					
		Week: 11/05/12	11/11/12	1-----		1	\$400.00			0.00					
N 5	KGTV	10/29/12	11/06/12	5A-530A News/KGTV	CA	5A-530A	-----	:30	0	\$100.00	PREE	0.00	NM	7	\$700.00
				5A-530A News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111---		5	\$100.00			0.00					
		Week: 11/05/12	11/11/12	11-----		2	\$100.00			0.00					
N 6	KGTV	10/29/12	11/06/12	530A-6A News/KGTV	CA	530A-6A	-----	:30	0	\$100.00	PREE	0.00	NM	7	\$700.00
				530A-6A News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111---		5	\$100.00			0.00					
		Week: 11/05/12	11/11/12	11-----		2	\$100.00			0.00					
N 7	KGTV	10/29/12	11/06/12	6A-7A News/KGTV	CA	6A-7A	-----	:30	0	\$150.00	PREE	0.00	NM	7	\$1,050.00
				6A-7A News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111---		5	\$150.00			0.00					
		Week: 11/05/12	11/11/12	11-----		2	\$150.00			0.00					
N 8	KGTV	10/29/12	11/06/12	Good Morning America/GMA		7A-9A	-----	:30	0	\$150.00	PREE	0.00	NM	14	\$2,100.00
				Good Morning America											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	22222---		10	\$150.00			0.00					
		Week: 11/05/12	11/11/12	22-----		4	\$150.00			0.00					
N 9	KGTV	10/29/12	11/06/12	8A-9A SU News	CA	8A-9A	-----	:30	0	\$600.00	PREE	0.00	NM	1	\$600.00
				8A-9A SU News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1	\$600.00			0.00					
		Week: 11/05/12	11/11/12	-----		0	\$0.00			0.00					
N 10	KGTV	10/29/12	11/06/12	5P-6P News/KGTV	CA	M-F 5P-6P	-----	:30	0	\$300.00	PREE	0.00	NM	6	\$1,800.00
				(5:00 PM-5:30 PM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111---		5	\$300.00			0.00					
		Week: 11/05/12	11/11/12	1-----		1	\$300.00			0.00					
N 11	KGTV	10/29/12	11/06/12	5P-6P News/KGTV	CA	M-F 5P-6P	-----	:30	0	\$300.00	PREE	0.00	NM	6	\$1,800.00
				(5:30 PM-6:00 PM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111---		5	\$300.00			0.00					
		Week: 11/05/12	11/11/12	1-----		1	\$300.00			0.00					
N 12	KGTV	10/29/12	11/06/12	6P-630P News/KGTV	CA	6P-630P	-----	:30	0	\$300.00	PREE	0.00	NM	6	\$1,800.00
				6P-630P News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111---		5	\$300.00			0.00					
		Week: 11/05/12	11/11/12	1-----		1	\$300.00			0.00					
N 13	KGTV	10/29/12	11/06/12	7P-730P News/KGTV	CA	7P-730P	-----	:30	0	\$450.00	PREE	0.00	NM	6	\$2,700.00
				7P-730P News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111---		5	\$450.00			0.00					
		Week: 11/05/12	11/11/12	1-----		1	\$450.00			0.00					

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KGTW

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N26	KGTV	10/29/12	11/06/12	ABC Wed B Modern Fam/Neighbors	CA	9P-10P	-----	:30	0	\$6,000.00	PREE	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1	\$6,000.00			0.00					
		Week: 11/05/12	11/11/12	-----		0	\$0.00			0.00					
N27	KGTV	10/29/12	11/06/12	ABC Wed C ABC Wed C	CA	10P-11P	-----	:30	0	\$1,800.00	PREE	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1	\$1,800.00			0.00					
		Week: 11/05/12	11/11/12	-----		0	\$0.00			0.00					
N28	KGTV	10/29/12	11/06/12	ABC Thurs B ABC Thurs B	CA	9P-10P	-----	:30	0	\$3,000.00	PREE	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1	\$3,000.00			0.00					
		Week: 11/05/12	11/11/12	-----		0	\$0.00			0.00					
N29	KGTV	10/29/12	11/06/12	ABC Fri C ABC Fri C	CA	10P-11P	-----	:30	0	\$1,200.00	PREE	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1	\$1,200.00			0.00					
		Week: 11/05/12	11/11/12	-----		0	\$0.00			0.00					
N30	KGTV	10/29/12	11/06/12	ABC Sun B ABC Sun B	CA	8P-9P	-----	:30	0	\$3,000.00	PREE	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1		1	\$3,000.00			0.00					
		Week: 11/05/12	11/11/12	-----		0	\$0.00			0.00					
N31	KGTV	10/29/12	11/06/12	ABC Sun C Revenge	CA	9P-10P	-----	:30	0	\$1,800.00	PREE	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1		1	\$1,800.00			0.00					
		Week: 11/05/12	11/11/12	-----		0	\$0.00			0.00					